



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

Tender no. EPCH/IHGF-2019/12 - Tender for Production of Short Duration Teasers / Promotional Films / Videos for Social Media

BACKGROUND

The Export Promotion Council for Handicrafts is an apex national level organization of handicrafts exporters for promotion of handicrafts exports from India. The Council is projecting India's image in overseas market as a reliable supplier of high quality handicrafts. The Council organizes export promotional activities in India & abroad. The Council requires these services for its trade fairs organized at the India Expo Centre & Mart, Greater Noida.

SCOPE OF WORK – PRODUCTION OF HIGH DEFINITION DIGITAL PROMOTIONAL FILMS CATEGORY-WISE TO BE USED FOR PROMOTIONS ON VARIOUS DIGITAL PLATFORMS

The Export Promotion Council for Handicrafts organizes World's Premium & largest IHGF Delhi Fair at India Expo Mart & Center, Greater Noida Expressway, Greater Noida. The Council will be organizing the IHGF Delhi Fair (Autumn) 2019 from 16 - 20 October 2019, IHGF (Spring) 2020 from 15 - 19 April 2020, & the Indian Fashion Jewellery & Accessories Show in July 2020. The exhibition(s) will be held at India Expo Mart & Centre (IEML), Knowledge Park-II, Greater Noida.

The job specifications are as follows:-

1. The raw video footage provided to be edited using industry contemporary professional software and promotional films to be created as per Council's requirement of Teasers and Product Category-wise promo films.
2. Agency may also shoot and take raw footage during the events for creating/editing such promotional films as per their choice/style (No extra cost to be involved).
3. The promotional videos may be Product category-wise or teasers or as desired by the Council.
4. The Teaser and promotional videos final cut to be 5 mins/3-mis/30-sec or sizes and duration as desired by the Council.
5. Editing / Scripting / Voice Commentary / Dubbing / Music to done by a professional on latest industry editing software and as per choice of the Council.
6. Music, Stills, 3-D Animations & high-end Graphics to be added in the final films as per contemporary industry style.
7. Video films to be provided as per format desired by the Council.
8. Editing of other video films as and when required for the Event.

TERMS & CONDITIONS

- The Agency should have a minimum 5 years experience of providing similar services to events or institutions of repute.
- The agency will have to submit the Tender with ideas on the presentation of Film with break-up of expenditure.
- The rates offered by the empanelled agencies will be valid for a period of two years from the date of empanelment. The Council will invite the agency as and when required during the period of empanelment. Further, the Council reserves the right to cancel the empanelment at any time if the services provided by the agency are not as per EPCH expectation.
- The film is to be completed within 15 days after the show. The fair is a event of international repute, the film so produced should meet international standards in both its contents & quality of production. Also, the entire footage shot will be required to be submitted to the Council along

with the final film. All footage shot will be the property of the Council and the agency shall not use it for any purpose whatsoever without the prior permission and approval of the Council.

- The film so produced should be auto run/play with voice.
- No advance payment shall be made to the agency.
- In case of default, the producer shall remain liable to pay demurrage equivalent to the cost of film and return the incomplete recordings.
- The Council reserves the right to accept or reject any Tender without assigning any reason.
- The Council reserves the right to issue instructions time to time as per circumstances at the exhibition ground.
- The selected agency will be required to submit a Bank Guarantee (refundable) of Rs. 50,000/- refundable after the satisfactory completion of the job.
- The following EMD (refundable) will be required to be submitted along with the Technical Tender – Rs. 25,000/- .

In case of any clarifications regarding the scope of work, the same shall be obtained from Mr. Sushil Kumar Agrawal – Assistant Director, EPCH on 011-26135256 ext. 110 or email at ihgf@epch.com .

Other special condition

- (a) Incomplete Tender or without supporting documents or EMD are liable to be rejected.
- (b) EPCH reserves the right to accept or reject any of the Tender in part or full without assigning any reason whatsoever.
- (c) Empanelled agency shall be required to submit performance guarantee as mentioned in the Terms & Conditions in favour of Export Promotion Council for Handicrafts through demand draft.

THE TECHNICAL TENDER SHOULD CONTAIN THE FOLLOWING

The following details are required to be submitted in certified true copy along with the offer with the pages numbered sequentially:

- Profile of the agency on the Format Provided.
- Copy of PAN no., GST no., ESI and PF registration no. etc. as required by law.
- Details of works done during past Five years with name & postal address of clients along with copies of letters of Intent/work orders and completion certificate/ any other document which indicates Completion of the subject contract.
- Accreditation certificate with CII, FICCI, ASSOCHAM, ITPO etc.
- Provide detail of in house infrastructure & staff list.
- CA certificate copy verifying the annual turnover of the agency for the last 3 years.
- All pages of the Tender document including Technical Part/Schedule of Quantities, duly signed & stamped.
- Required EMD to be submitted through a demand draft drawn in favour of the Export Promotion Council for Handicrafts.

THE FINANCIAL TENDER SHOULD CONTAIN THE FOLLOWING

- The Financial Offer should be as per the Scope of Work enclosed, duly dated, stamped & signed on each page, with detailed breakup of each individual component as per the Scope of Work.
- No lump sum amount shall be considered.
- The applicable taxes should be clearly mentioned separately in the estimates.
- Conditions, additions, deletions or modifications in FINANCIAL PART are not permitted. Any condition mentioned shall not be taken into account either for evaluation or for award of work and shall render the offer liable for rejection.

- All corrections must be stamped and signed.
- Proposers are requested to quote their best prices considering the fact that price negotiation, if required may be held with the Lowest Proposer only. Any claim of whatsoever nature shall not be considered at a later date.
- Payment Terms should be clearly mentioned.

PROCEDURE FOR SUBMISSION OF THE TENDER

The proposer shall take utmost care of the following:

- The Tender shall be submitted in two parts namely, **Technical Part (Envelop No. 2)** and **Financial Part (Envelop No. 3)** respectively.
- TENDER shall be submitted in a **Sealed Cover (Sealed Outer Envelop no. 1)** super scribed **Tender for Production of Short Duration Teasers / Promotional Films / Videos for Social Media.**
- The Sealed Outer Envelop shall contain separately sealed Envelop No. 2 – Technical Tender & Envelop No. 3 - Financial Tender.
- Name of Tender, Tender Document No. and name of Proposer shall also be clearly written outside the sealed envelopes along with the address and contact details.
- The Tenders on the enclosed format can be submitted by **05th August 2019 upto 4.00 PM** in the Council’s office at Vasant Kunj, New Delhi.
- The Sealed Outer Envelope No. 1 and all the respective sealed envelopes (Envelop no. 2 and Envelop no. 3) shall all bear the address given below:

**The Director
Export Promotion Council for Handicrafts
“EPCH House”, Pocket 6&7, Sector ‘C’, LSC,
Vasant Kunj, New Delhi-110070.
Tel. 011-26135256 (ext. 110)**

Procedure: If the Financial Part is found in open condition or Envelop – 2 and Envelop - 3 are wrongly marked such offer will be rejected.

EPCH will evaluate the Technical Offers. The Technical evaluation will be based on profile and track record of agency, past experience in executing jobs of similar nature & magnitude. The technically qualified offers will be considered for opening of the financial offer.

The Tender document shall be read in conjunction with any amendment issued subsequently.

Tender documents once issued are non transferable in other name and shall at all times remain the property the exclusive property of the owner with a license to the Proposer to use the Tender documents for limited purpose of submitting the Tender.

Evaluation Process:

- In case the documents/evidence submitted by agency is found inadequate the Tender will be liable to be rejected.
- A Committee will evaluate the papers received on the basis of the documents and details provided by the agency.
- The profile and track record of the agency, turnover, credentials including past similar assignments etc. shall be used as a means of evaluating the capability and capacity of each agency to execute the job in a safe, successful and timely manner.

Format of “Technical Tender for Production of Short Duration Teasers / Promotional Films / Videos for Social Media” to be printed on Company Letterhead & submitted in Envelop No. 2

Name of the Agency _____
Address _____

Contact Person _____

Contact Details (Mobile) _____ (Landline) _____
Email _____

PAN no. _____
TAN no. _____
GST no. _____

(Pl. enclose self-certified copies)
EMD details Rs. _____ Demand draft no. _____ dt. _____

Annual Turnover 2016 – 2017 in Rs. _____
2017 – 2018 in Rs. _____
2018 – 2019 in Rs. _____
(Pl. enclose a copy duly certified by a chartered accountant)

Details of Past Experience of Exhibitions/Trade Fairs (similar work) executed in past 5 years. Name of the Exhibitions in which service provided.

2014 – 2015

2015 – 2016

2016 – 2017

2017 – 2018

2018 – 2019

(Pl. use separate sheets if space given is not sufficient. Also enclose copies of Job Letters for the above jobs)

Place: -
Date:-

Signature & Seal

Format of “Financial Tender for Production of Short Duration Teasers / Promotional Films / Videos for Social Media” to be printed on Company Letterhead & submitted in Envelop No. 3

1. Name of Agency : _____
2. Address : _____

3. Contact Person : _____
4. Alternate Contact Person : _____
5. Telephone : (Office) _____ (Resid.) _____
(Mobile) _____
Email _____
6. Year of Establishment : _____
7. Previous Experience of handling : _____
International Exhibitions / Conferences (enclose a copy of the film/cd)
8. Specify the following
 - a) Editing Software to be used :
 - b) 3-d Animation/Title/Graphic Software :
 - c) No. of Teasers / Videos to be produced :
9. Grand Total for entire proposed job : _____

DATE :
PLACE :

SIGNATURES _____
SEAL